MER STORY: 5 Reels (MPN BG: 5,800 ft)

21 Mar 5 196

Producer: ??

30 Men 1932 1 17707

Rel: Second National Pictures Corp. 25 Feb 1922

Scenario: William B. Laub

Direction: Dion Titheradge

CAST:

Hallard, C. M. Titheradge, Madge Gullan, Campbell

Ralph Ashlyn Mrs. Ashlyn Oscar Kaplan

Domestic drama

(The story presumably takes place in New York; however, I strongly suspect this is an English import. —LA)

MPW: Mar 4, 1922; 85 MPN: Mar 4, 1922; 1364 MPN Booking Guide, &pr 1922

Capyright - president

LAW OFFICES FULTON BRYLAWSKI JERIPER BUILDING WASHINGTON, D. C.

MAR 31 1922

Register of Copyrights. Library of Congress. Washington, D. C.

I herewith respectfully request the return of the fol-lowing named mation plature films deposited by me for registration of copyright in the name of

Second National Pictures Corporation

HER STORY (5 reels)

### Respectfully.

#### PULTON BRYLAUSKI

Second National Pictures Corporation hereby Office as follows:

Citio

Date of Personit

Registration

HER STORY

3/31/22

L: OCIL 17707

Copies Returned APR 4 1922 Delivered in person

The return of the above copies was requested by the cald company, by its egent and attorney, on the 31st day of March, 1922, and the said Fulton Brylowski for himself and as the duly authorized agent and attorney of

APR -4 1922 F O. E. - F. G. F

OCIL 17707C

MAR 31 1922

HER STORY

Photoplay in five reels

Stry by Director of Scenarfo by William B. Laub

Author of the photoplay (under Sec. 52) Second Sational Pictures Corporation of the U.S.

OCIL 17707

MAR 31 1922

# EXHIBITOR'S GUIDE



SECOND NATIONAL PICTURES CORP. 140 W. 42 ND. ST. New York





A unique and enthralling photoplay of adventure by sea and land, teaturing speaking titles which provide a distinct and highly pleasing novelty. Story of a beautiful young wife placed in a shockingly compromising situation through no fault of her own, and the determined manner in which she met the emergency.

"Second National" Stands for Independence
SECOND NATIONAL PICTURES Corporation

# Exploitation

Money spent effectively in the exploitation of a good picture is sure to be returned several times over at the box office. It is easy to lose money by trying to save in the wrong way. If you spend \$100 on the exploitation of a story which justifies the outlay, and by so doing pull \$300 of extra business into your theatre for the run, you have gained. If, on the other hand, you "save" half the expense by spending only \$50, and get only \$100 of extra business as a result, you have lost just \$150.

Print the following in your program for a week before the opening of the run, and on cheap paper to be used as a throw-away:

#### "HER STORY"

Heroine of sea adventure, Even while she's crushed by grief; Rules her sailors without censure,

Saves her ship from storm and reef. Tells her most amazing story Only in her love's defense; Realizes life's full glory— Yarn is thrilling, strong, intense.

See "Her Story," the Second National Pictures Corporation picturization of Dion Titheradge's delightful story, at the ...... Theatre next.....

Turn part of your lobby into prison cells, by means of gray paper

marked with crayons to represent granite walls, and black painted wooden rods as cell bars. Place a dummy (obtainable from clothing store for a couple of passes, probably) garbed in stripes inside a cell, grasping the bars, looking out at a woman (wax dummy) reeling back into the arms of a man (dummy). This will attract passing pedestrians, and the regular lobby display will do the rest.

See that the posters are placed where they will be seen by the most people, even though it costs a little more in time and money than it would to get them up haphazard.

You have a good entertainment in "Her Story," and if you exploit it effectively it will pay you well, in immediate returns and valuable advancement in the reputation of your theatre.



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## "HER STORY"

## Stirring Tale of Adventure Afloat and Ashore

Sailed Her Father's Ship Safely
To Port After His Death at Sea

Yet Life Still Held

Its Storm and Stress

Through Other Days

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THE CAST

Ralph Ashlyn......C. M. Hallard Mrs. Ashlyn....Madge Titheradge Oscar Kaplan....Campbell Gullan

#### THE STORY

Important business causes Ralph Ashlyn, millionaire steel king, to leave a country place in the midst of a fancy dress ball, to motor to his office in New York City. At the office, in the morning, he is startled to see, in a newspaper "extra," the report of an escaped convict in stripes being discovered in his wife's room. Mrs. Ashlyn, it was stated, had refused to give any explanation to the police.

As he sits, stunned, his wife enters the office and begs him not to speak until he has heard her. Then she begins her story.

Left motherless as a child, Betty Thorp after leaving school is taken to sea by her father, captain of a cargo ship, and shows a remarkable

aptitude for learning navigation.
Captain Thorp falls ill and dies.
Betty takes command of the ship,
and brings it safely to the Russian
port of Riga.

A Russian agent, Oscar Kaplan, does all he can to make her comfortable, and finally proposes marriage. He tells her he has been offered a position as head of a department in New York. The forlorn little orphan accepts, and the marriage is performed in the Russian office with a Russian marriage certificate.

Betty finds contentment for a while in New York as Mrs. Kaplan. Gradually, however, her husband's ardor for her cools, he gambles and drinks heavily, and treats her cruelly. One night, playing cards with a director of his company, he is caught cheating and dismissed from his position. He goes to the office, opens the safe and steals money and securities,

Left penniless again, Betty goes to work in a department store. In the toy department one day a little girl, daughter of Ralph Ashlyn, takes a great fancy to Betty, and later Ashlyn returns to the store to engage her as governess. In the meantime, however, she has been dismissed for resenting the advances of the assistant superintendent.

Answering an advertisement for a governess, Betty is surprised and delighted to find the child she had seen in the store. She is engaged, and finds peace and happiness in her new home until Ashlyn falls in love with her and asks her to marry him. She declines him sorrowfully.

From Stephen Orloff, a Russian friend of Ashlyn, Betty learns that she has been deceived, and that the supposed marriage certificate is simply a badly worded contract engaging Betty as Kaplan's secretary.

Betty decides to leave the Ashlyn home, but the pleading of the child and the urging of Ashlyn induce her to remain. Finally she is persuaded to marry Ashlyn, whom she loves truly, and five years of perfect happiness follow.

Ashlyn and Betty accept an invitation to a fancy dress ball and week-end party at a palatial country home, and join in an automobile party for a visit to Sing Sing prison. In one of the cells Betty sees Oscar Kaplan, the man who had deceived her with a false marriage in Riga. Recognition is mutual. Half fainting, Betty turns away. Ashlyn helps her to an automobile.

Many and varied are the costumes at the fancy dress ball. The scene is one of gaiety and splendor, but Betty Ashlyn is filled with dread at the thought of Kaplan.

Kaplan makes his escape from Sing Sing and reaches the country place where the dance is in progress. In his striped convict's garb and cap, he joins the party as a guest in convict dress. Betty catches a glimpse of him, recognizes him, and collapses.

A telegram comes for Ashlyn, calling him to New York. His wife begs him not to go, telling him she is afraid. He comforts her, gives her a revolver to protect herself with in case of need, and departs.

Kaplan finds Betty's room and enters. She threatens him with the revolver, but he takes it from her. Hearing the bay of bloodhounds outside, he makes Betty hide him in a closet. The police come, and Betty convinces them that the escaped convict is not in her room. Kaplan comes out of the closet and seizes Betty in his arms. She struggles and screams. The police return to the room. Kaplan leaps from the window. Betty then starts in an automobile for New York, to try and reach her husband's office and tell her story before he sees the newspaper report. She finds him reading the paper, horrified. She begs him to say nothing until her story is told, and begins. As she finishes the story he takes her in his arms.

## Big Moments in "Her Story"

When Ralph Ashlyn, American steel king, learns that an unidentified convict has been discovered in his wife's bedroom after a fancy dress ball at a palatial country home, and that Mrs. Ashlyn has refused to give any explanation to the police.

When Mrs. Ashlyn begins telling "Her Story."

When Captain Thorp, dying suddenly, is buried at sea, and his orphaned daughter takes command of the ship.

When Betty marries in Riga, Russia.

When Betty learns that her husband is a criminal,

When true love comes into Betty's life, filling it only with tragedy.

When Betty recognizes the escaped convict.

When Betty refuses to explain how the convict came to be in her bedroom.

When Betty finishes "Her Story."

# Press Matter

ADVANCE NOTICE No. 1.

From ..... Theatre

(Not duplicated)

#### MADGE TITHERADGE IN EMOTIONAL ROLE

usual appeal.

Madge Titheradge, for several years a popular star of the speaking stage, who scored a notable triumph in the long run of "The Butterfly on the Wheel" on Broadway, New York, has been winning new laurels since adopting the silver screen as her career. She is especially effective in emotional roles of the sort she is said to enact in "Her Story."

#### ADVANCE NOTICE No. 2

From ...... Theatre

(Not duplicated)

#### NOVELTY PROMISED IN NEW PHOTOPLAY

#### ADVANCE NOTICE No. 3

From ..... Theatre (Not duplicated)

#### STAGE STAR NOW IS FEATURED ON SCREEN

The attraction at the ..... more effective.

#### REVIEW No. 1

From ..... Theatre

(Not duplicated)

#### UNIQUE PHOTOPLAY MAKES DECIDED HIT

It is an engaging theme, effectively presented as a picture play, and hids fair to prove one of the most notable successes of the season.

### GET PRESS STORIES TO THE NEWS-PAPER EDITORS EARLY

and They Will be Glad to Co-operate With You

#### REVIEW No. 2

From ..... Theatre

(Not duplicated)

#### STRIKING SURPRISES IN STIRRING FILM

the good fortune to see it.

#### REVIEW No. 3

From ..... Theatre

(Not duplicated)

#### CLEVER DEVICES ARE EMPLOYED IN FILM

The work of Madge Titheradge, in the role of the young wife placed in a seem-ingly compromising position by a combination of circumstances, is notably good, and the support of C. M. Hallard and Campbell is effective.

#### LAST DAY NOTICE No. 1

From ...... Theatre (Not duplicated)

#### LAST CHANCE TONIGHT TO SEE "HER STORY"

"Her Story," the Second National Pictures Corporation photoplay which has proved a popular entertainment at the Theatre, will end its run tonight. Madge Titheradge, who it featured in the lead, will be rememberd with oleasure here.

#### NEWSPAPER PARAGRAPHS

"Her Story," a Second National Pic-

Manager ..... of the booking of "Her Story," a Second National Pictures Corporation film play featuring Madge Titheradge. It is said to be an unusual production in several respects.

next ..... in a Second National Pictures Corporation photoplay. "Her Story."

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Photop

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# BROTHER AND SISTER FORM PICTURE PLAN

Photoplay Evolved and Carried to Completion by Two in Sympathy

Madge Titheradge, who scored a sensational success on the speaking stage as star of "The Butterfly on the Wheel," which ran for a year at a Broadway, New York, theatre, has adopted the silver screen as her vocation. Although her first two pictures were highly successful, the young actress felt that neither had given her the best possible opportunities for expression, and in this her brother, Dion Titheradge, agreed with her. As the result of several discussions, of possible themes, plots and situations best adapted to provide an ideal vehicle for the young screen star, Dion Titheradge wrote the scenario of "Her Story which now is enjoying a successful run as a Second National Pictures Corporation production at the ..... ...... Theatre.

In order to make sure of getting the true effects of the picture play which he and his sister planned together, Dion Titheradge directed the production. Those who have seen the picture declare that it possesses all the qualities which might be expected of a photoplay evolved

in such a way.

In "Her Story" Miss Titheradge, who is a notably good sailor with a keen interest in affairs nautical, is seen in the role of a sea captain's daughter, who takes command of the ship after her father's death and sails it safely to port. It is believed that few if any actresses of the screen could have enacted the role of Betty Thorp in the sea scenes as convincingly as she is said to have done.

#### LAST DAY NOTICE No. 2

From ..... Theatre

(Not duplicated)

#### POPULAR PHOTODRAMA ENDS RUN TONIGHT

#### LAST DAY NOTICE No. 3

From ..... Theatre

(Not duplicated)

#### MADGE TITHERADGE WILL BID FAREWELL

### Compelling Catchlines

Betty Thorp never dreamed that she would be called upon to command a ship, and bring it safe to port, when she went to sea with her father.

If Betty had known all that was in the Russian marriage contract she signed on becoming the wife of Oscar Kaplan in Riga, her story would have been different.

Betty joined the party for a visit to Sing Sing prison without any special interest, and it was with utter amazement that she saw, behind the bars, the man she had married in far-away Russia.

It was a daring move for Oscar Kaplan, still in convict garb after escaping from prison, to join in the festivities of a fancy dress ball, yet he remained unsuspected except by

Betty felt herself racing, in her automobile, against the speed of a printing press which would spread a sensational newspaper version of her story before the world.

Betty could not well have guessed that her expression of resentment against the department store manager for his insulting advances would come near to preventing her from ever again meeting the man with whom she was destined to fall in love.

Ralph Ashlyn could not well have been blamed for feeling profoundly disturbed on reading in the newspapers that an escaped convict had been discovered in his wife's room, and that she refused to give any explanation to the police, but her own story threw a different light on the affair.

#### Teaser Lines

(Scatter these in your program)

Did you ever know of a charming young girl becoming captain of a ship? See "Her Story" in this theatre next .........

How could an escaped convict, in stripes, mingle unchallenged with society folk at an imposing social function? See "Her Story" in this theatre next

What is a Russian marriage? See "Her Story" in this theatre next

Can true love bring tragedy into the life of a lovely young woman? See "Her Story" in this theatre next

How can a little child bring peace and happiness to a heartsick woman compelled to work in a department store for her living? See "Her Story" in this theatre next .......

What happens when a prisoner escapes from Sing Sing? See "Her Story" in this theatre next......

\* \* \*

How great a part can loneliness and uncertainty play in inducing a woman to marry a man she has known for only a few days? See "Her Story" in this theatre next

Send the following letter to your patrons:

Dear Madam (or Sir):

Very truly yours,

..... Manager.

atre

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Second release
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## Use Cuts and Mats in Advertising



Two-Column Cut

## "HER STORY"

THRILLING PHOTOPLAY
BY
DION TITHERADGE

Opens Next Monday

at the

#### APOLLO THEATRE

this is a

SECOND NATIONAL PICTURES CORPORATION PRODUCTION

featuring

MADGE TITHERADGE

Sample Type Ad



One-Column Cut

# APOLLO THEATRE

**OPENING MONDAY** 

# "HER STORY"

BY

#### DION TITHERADGE

A Fascinating Romance Featuring
MADGE TITHERADGE

SECOND NATIONAL PICTURES CORPORATION PRODUCTION

Matinee Daily

Prices 25c to 50c.

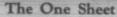
Sample Type Ad

# Musical Setting for "Her Story" Released by SECOND NATIONAL PICTURES CORPORATION

The character of picture is an intensely stirring and patient drama, with scene of action at opening on board a
ship, then in Riga, Russia, and later in the homes of wealthy society people.
The state was affine all shots whistle at opening; and all effects as suggested in the cues.
The THEME selected for Mrs. Ashlyn (Miss Madge Titheradge) is "SHIP O' DREAMS," by Francis, the
Tempo being a Ballade Sentimentale.
I empo being a banade Sentimentate.

		W	hen picture was viewed, it consisted of 5 reeig, a	Music & Descriptive Tempo
Į.	Time		Sub-Titles or Descriptive Cues	Music & Descriptive Tempo
		D.	Opening	Allegro Agitato (Characteristic)
	1/2		Clock face, 12 o'clock	
	2000	-	(Watch for tolling-bell, shots, whistle.)	Dramatic tension No. 9
	154	T.	On a lonely road somewhere	Dramaue tension ato. Service control of the control
	21/4	T.	Morning in the offices of the city	Eleanor (Moderato Serenade)
	3			
	4	2.	The woman whose name has been	(Allegro Characteristic) Scented Violets (Andante Farressivo) Reynard
		PPS.	(Automobile effects.)	Scentred Violets
	51/4	1.	And again, Kaiph Ashiyh	(Andante Espressivo)
	cri	-	Form New Vorle Evening Cogette	(Andante Espressivo) Ein Maerchen (Dramatic Interlude)
	61/4	Τ.	(Names and )	(Dramatic Interlude)
	8	T.	(Newspaper.) "That story, it's true."	
				Ship O'Dreams (Ballade Sentimentale) (THEME) .Francis
		T	"I was supremely banny"	Sailor's Hornpipe (Direct Cue.)
=	91/2	T.	"The crew of father's ship"	Nola (Allegretto Intermezzo)
	1134	T.	"And I dreamed oirl dreams"	Sailor's Hornpipe (Direct Cue.) Nola (Allegretto Intermezzo)
	113/2	T.	"We had been three days at sea"	
	1134	T.	"My father was seriously ill"	Meditation Williams
	1174	4.4	(Tolling hell.)	(Andante Pathetic) Andante Religioso Borch Admiration Jackson
	131/4	D.	"When flag is lowered"	Andante Religioso
	14	T.	"I had no time to cry"	AdmirationJackson
	14	4.	I had no time to city	(Intermezzo Allegretto)
	15%	T	"Oscar Kanlan Russian Agent"	Repeat: THEME
	1654	T.	"You have my sympathy, Miss Thorpe."	
	181/2		When Belly takes our Bible	Tears ( I among the manney and the second
	19	T.	"That week was the longest I ever"	Repeat: THEME
	1955	T.	"Then when something, calling itself"	Remembrance (Andante Reverie) Deppen Only a Smile (Andante Espressivo) Zamecnik
	221/2	T.	"I thought of the future"	Remembrance (Andante Reverie) Deppen
	231/4	T.	"Next day we were married"	Only a Smile (Andante Espressivo)Zamecnik
	24	T.		
	2414	T.	"After we had settled in New York"	Repeat: THEME
	-174	-	(Piano only, according to action.)	
	26	T.	WALLE ALL DESCRIPTION OF LONGISTING	
	2714	D.	"When scene fades to Kanlan"	. Adieu (Andante Espressivo)
	2814	T.	"Another evening and the home of"	Mon Plaisir (Valse Moderato)
	3014	D.		
	33	T.	"Oh atan whimmaring"	Rustle of Spring (Allegro Characteristic)
	3414	T.	"Magning in the officer of the Maltie	I Transatte I engloss
	36	T.	"He had never breathed a word"	. Melodie Erotique (Moderato Con Sentimento) Smith
	37	T.	"Not long after I obtained"	
	371/2	Ť.	10791	Reneat: THEME
	39	T.	"Keening Harris at arm's length"	Dramatic Tension
	40	Ť.	"Wanted a Governess"	Ecstasy
	40	**	(namenana)	[Allegro Intermezzo]
	42	T	"Daddy and I have been looking for you"	Repeat: THEME
	44	T.		
	4434	T	"A week passing and then California"	Carnations (Intermezzo Allegretto)
	4514	T. T.	"There wasn't a cloud on my" -	
	451/4	27	"I want to have a little talk"	Repeat: THEME
	49	T.		
	50%	T	"This is not a Russian contract"	Chanson sans Paroles (Dramatic Pathetic) Heller
	53	T. T.	"With the coming of evening"	Repeat: THEME
	541/4	T.	"For the first time in my life"	The state of the s
	55	T.	"Marriages, Ashlyn & Thorn"	. Mood Pensive (Andante Espressivo)
	100	20	(wedding procession.)	
	5514	T.	"For the next five years life was"	. One Fleeting HourLee
	WHEELER.	700	(piano only, according to action.)	(Moderato Espressivo)
	56	T.	"Wednesday afternoon at the Welhy estate"	
	5614	T.	"And by way of entertainment"	Dramatic Reproach
	5734	T.	"A night of merry-making and hanniness"	Dramatic Reproach
	581/2		"Watch for siegn whistle"	
	591/2	D.	"When dance ends"	Teach Me (Popular Fox Trot)
	611/2		"IVI an appoint antere ballenger"	Pack Me I n in Your Heart I Popular One Step) Baulman
	62	D.	"When Betty faints"	Dramatic Andante Berge Repeat: THEME
	63	- D.	"When Betty and husband enter bedroom"	Repeat: THEME
	64	T.	"Ralph Ashlyn, 'The Grange,'"	
	0.1	100	(telegram.)	
ø	66%	D.	"When Betty turns out light"	Desmarie Tension Levy
	671/4		"When Kaplan opens Retty's door"	Dramatic Tension Levy Dramatico Misterioso Borch
	69	T.	"I never was your wife"	Heavy MysteriosoLevy
	-	100	(barking dog.)	Waster and the state of the sta
	70	T.	"You will help me make"	Dramatic Tension No. 36
	72	D	"When Betty is seized by Kaplan"	Agitato No. 69
	2.00	-	(shot.)	The state of the s
	74	T		Repeat: THEME
	75	T	"The end"	
	-			







The Three Sheet

### ACCESSORIES

One sheet poster (one style) ...... One column cut (rental price) . . . . . . . . Three sheet poster ..... One column mat ...... Thumbnail cut (rental price) . ........ Six sheet poster ..... Press Book ..... Announcement slide ...... Music Cues ...... Photo gelatine lobby photos, 11x14 Three column mat ..... inches, set of eight subjects, including Three column cut (rental price) . . . . . . title card ..... Two column cut (rental price)..... Photo gelatine lobby photos, set of eight, Two column mat ...... as above, with two 22 x 28 inches....

# This document is from the Library of Congress "Motion Picture Copyright Descriptions Collection, 1912-1977"

#### Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

## Class L Finding Aid:

https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004

Class M Finding Aid:

https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002



National Audio-Visual Conservation Center
The Library of Congress